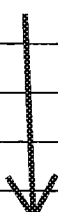


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				Applicants: Sotak et al.			
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/R.H./	1	5,864,823	01/26/99	Levitan	105	14	
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	3	US2003/0192045A1	10/09/03	Fellenstein et al.	725	29	
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/R.H./	7	Morris, Andrew, "Invidi Enables Targeted Ads," <i>TV Technology.com</i> . www.tvtech.com/features/news/n-invidi.shtml . July 10, 2002.					

/Rodney Henry/

10/15/2008

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Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. /R.H./

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